



Making a Country Living

How a stylist fashioned her own rugged-chic KITCHEN TEXTILES business

For two decades, Janna Lufkin styled photo shoots for clients like Eddie Bauer and Amazon. Then the recession hit; by 2009, assignments for the Redmond, Washington, freelancer had grown scarce. So Lufkin decided to act on an idea she'd been kicking around: a line of appealingly pared-down table linens and kitchen wear, produced in the United States. "I had nothing to lose," she says.

FIRST STEPS Lufkin worked with a seamstress to create natural-canvas aprons and napkins, quietly selling them out of her home for a year before teaming with a sewing contractor and officially launching Raw Materials Design. In almost no time, cheftools.com started carrying the goods—and hooked Lufkin up with a wholesale rep. Today, some 50 retailers, from indie boutiques to Sur la Table, stock the merch.

NICHE MARKET Orders from trendy eateries—like Bar Tartine in San Francisco and Potlikker in Brooklyn—comprise about half of Lufkin's business. "Since we double-stitch, the pieces can handle heavy use and lots of laundering," she says. The entrepreneur will also color-customize items to match a restaurant's decor.

WHAT'S NEXT Lufkin plans to expand her line this spring with totes, dog beds, and garden aprons. "If a store always sells the same stuff, you won't go back," she explains. "Plus, I love the design side of the business."



“I wanted to create products that get better over time—not items you'd throw out after a year.” —*Janna Lufkin*



ABOVE Lufkin sports an apron of her own design. (\$37; rawmaterialsdesign.com)

LEFT These bags are perfect for wrapping gifts, from bread to jars of jam. (\$12 each)

FAR LEFT Most products, like these placemats and napkins, come with a choice of edging finishes. (\$13 each)

PHOTOGRAPHS BY (PORTRAIT, BOTTOM RIGHT) JULES FRAZIER (2); HELEN NORMAN